

Pamphlet No. 1

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# A Guide to the Study, Sources and Materials of Educational Motion Pictures

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# How to Secure Motion Picture Equipment

Make a straight loan from your banker. You can sell season tickets at \$1.00 each, covering six or eight entertainments, two or three times a year. This will give you sufficient funds to own full equipment, while paying your bank in small regular payments.

Schools can cooperate with the church in the purchase of equipment. Have the church pay one-half the cost and use it on alternate days.

The School Boards often pay the initial cost of the equipment and the children maintain the cost of the educational and entertainment films by giving an entertainment once or twice a month.

Alternate with another town. Get another superintendent or minister in a nearby town who is interested in visual education. His aid can help you purchase the equipment.

Cooperate with the local representative of the Farm Bureau. The Bureau will welcome the opportunity of using some of the valuable films distributed free by the United States Department of Agriculture.

An individual can purchase the projector outright and get his funds and the original purchase price back by giving entertainments and educational programs to the school and church.

Parent-Teachers' organization or Ladies' Aid take hold of the proposition and create the interest needed for this community enterprise. The funds can be raised by selling season tickets. This makes visual education a community affair and quickens the interest in school and community life.

Get ten men public spirited enough to advance \$25.00 each. This pays for the equipment and these men can be reimbursed at the rate of so much per week. The funds will be derived from the entertainments by collection or admissions.

Secure the backing of your patrons through the issuance of loan certificates. The value of each certificate may be one dollar. Secure loan through the school committee. Have certificates signed by president of the Student's Entertainment Committee and the principal. Repay your patrons at the earliest possible date. The following Booster Receipt is used to excellent advantage:

(Front)

This half good for two admissions		This half good for two admissions	
BOOSTER RECEIPT			
No. .... (Transferable)		No. ....	
Mr. .... of ....		City .... State ....	
Name		City	
State		State	
I accept this receipt in exchange for One Dollar, paid to assist in the purchase of a			
.....(motion picture projector).....for.....			
.....of ..... City ..... State .....			
City			
State			
This receipt entitles the holder to a refund of One Dollar, with six per cent interest			
one year from date, or to Four Admissions at any motion picture entertainment given			
under the auspices of undersigned committee.			
.....			
Committee Chairman.			
Date .....FOR.....			
Organization.			

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**MR. LOYALTY:** How many Receipts?

Every cent you keep in your home town makes it a better town.

Every way in which you add new attractions to your town makes for a larger patronage.

Every wholesome home activity you support brings you and your townsmen into better comradeship.

Every GOOD motion picture you can bring to your city gives a new impulse to right living.

Every RECEIPT (of this kind) that you buy will help to do all this. It will maintain a free educational program, (three reels each week) on some regular selected day. It is good for four admissions to motion picture entertainments. It will pay for all rental of films for ten weeks. It will leave a profit balance in your committee's treasury to aid them in becoming braver in bringing to you the best picture entertainment the producers can offer.

The surplus profits will come back to your home town as "bread cast upon the waters."

## CLASSIFIED LIST OF MOTION PICTURE PROJECTORS

### PROFESSIONAL:

**Powers**—Nicholas Power Co., 90 Gold Street, New York, N. Y.

**Simplex**—Precision Machine Company, Inc., 317 East 34th Street, New York, N. Y.

**Superior**—Superior Projector, Inc., 47 West 60th Street, New York, N. Y.

**Motiograph**—Enterprise Optical Manufacturing Co., 560 West Randolph Street, Chicago, Ill.

**Graphoscope**—Graphoscope Co., Washington, D. C.

**Veriscope**—C. R. Baird Company, 243-51 East 151st Street, New York, N. Y.

### SEMI-PORTABLE:

**Graphoscope, Jr.**—United Cinema Co., 130 West 46th Street, New York City.

**Animatograph**—Victor Animatograph Co., Davenport, Iowa.

**Acme, S. V. E.**—Acme Motion Picture Co., 806 West Washington Boulevard, Chicago, Ill.

**Zenith**—Safety Projector Co., 310-312 West Second Street, Duluth, Minn.

**Burwood**—Continental Sales Corporation, 112 Miners' Bank Bldg., Wilkes-Barre, Pa.

**Spirograph**—Urban Motion Picture Industries, Irvington-on-Hudson, New York.

### PORTABLE:

**Beacon**—Beacon Projector Co., 521 West 57th Street, New York City.

**De Vry**—De Vry Corp., 1240 Marianna Street, Chicago, Ill.

**Pathescope**—Pathescope Company of America, 35 West 42d Street, New York City.

**American Projectoscope**—American Projecting Company, 6264 Broadway, Chicago, Ill.

**Acme**—United Theatre Equipment Corp., 25 West 45th Street, New York, N. Y.

**Drop Head**—Drop Head Projector Co., Fond Du Lac, Wisconsin.

**Brayco**—Bray Productions, Inc., 130 West 46th Street, New York City.

## SOURCE MATERIAL

1. "Motion Pictures in Education," by Ellis and Thornborough. Thos. L. Crowell & Co., 426 W. Broadway, New York City. A handbook for teachers and other users of visual aids in instruction. Contains valuable suggestions for teaching methods and films. (1923.) Excellent.
2. "Motion Pictures for Community Needs," by Bollman, Holt & Company. A book listing film exchanges and suggested programs for schools, churches and community centers. (New Edition 1923.)
3. "A List of 1,001 Better Films," published by The Educational Screen, 5 South Wabash Avenue, Chicago, Ill. An excellent reference catalog. Free with subscription to their magazine.
4. "Selected Pictures," a catalogue published by The National Board of Review of Motion Pictures, 70 Fifth Avenue, New York City. Price 25 cents. Contains 882 of the latest releases in popular and educational films. Write for folder on "Motion Picture Information and Announcement."
5. "Visual Instruction," a course of study monograph for elementary schools, including kindergarten and first grades. Issued by the public schools at Berkeley, California. Sold by The Educational Screen, 5 S. Wabash Avenue, Chicago, Ill. Price \$1.00.
6. "Daypho-Bray Library of Films," catalogue. Issued by The Bray Productions, Inc., 130 West 46th Street, New York City.
7. "List of Health Films," prepared by National Health Council, 370 Seventh Avenue, New York City, December 1, 1922, listing all existing films on Personal and Public Hygiene, Communicable Diseases, Nursing, Anatomy, Physiology, etc. Price 35 cents.
8. Department Circular 233, August, 1922, Division of Publications. United States Department of Agriculture, Washington, D. C.
9. "Looseleaf Current Motion Picture Bulletins," issued weekly by the National Motion Picture League, 1819 Broadway, New York City. The pictures listed are very reliable.
10. "List of Films," as viewed and approved by the Methodist Episcopal Church, Committee on Conservation and Advance, 740 Rush Street, Chicago, Ill. An admirable selection of religious films.
11. A new and complete bibliography will be issued very soon by the Educational Screen, 5 S. Wabash Avenue, Chicago, Ill. Prepared by Dr. J. J. Weber.
12. "Lectures and Lecture Sermons," a pamphlet published by Underwood & Underwood, Inc., 417 Fifth Avenue, New York City. Lists illustrated lectures of all kinds.
13. "Victor Picture Talks," a pamphlet listing Sermons, Lectures and Travlogs, illustrated by slides at \$2.00 per set, rental charge. Featuring Evening Service slides and slides for Christmas Services. Victor Animatograph Co., Davenport, Iowa.
14. "Film" Yearbook, 71 West 44th Street, New York City.



## SPECIAL PROGRAMS

- I. *Illustrating Adaptability of Moving Picture Films in Teaching.*
  1. Nature Study—"A Day with John Burroughs," Prizma or Y. M. C. A.
  2. Biology—"How Life Begins," Y. W. C. A.
  3. Arithmetic and Algebra—"Animated Geometry," Society for Visual Instruction.
  4. Geography—"The Grand Canyon of Arizona," Kleine.
  5. Physiology—"A Microscopical View of Our Blood System," New Era Film.
  6. Child Welfare—"Our Children," Carter Cinema or Y. W. C. A.
  7. Americanization—"My Own United States," Metro.
- II. *Historical Epochs in United States History.*

(Selected from the 1001 Films Catalogue.)

  1. Betsy Ross (Revolutionary Period).
  2. Courtship of Miles Standish (Colonial Period).
  3. The Heart of a Hero (Civil War Period).
  4. My Own United States (World War Period).
- III. *Feature and Novelty Productions.*
  1. "The Birth of a Race," (8 reels) showing first creation up to present day. Adam and Eve, Moses leading his people out of slavery, Christ's Crucifixion, Discovery of America, etc. Distributed by Pyramid Pictures Corporation, 443 S. Dearborn Street, Chicago, Ill.
  2. "Back to God," Wm. Jennings Bryan's wonderful address answering the question, "Back to the Ape or Back to God?" Illustrated with ninety beautiful hand colored slides. Available on a rental basis from any Victor slide rental depository. Victor Animatograph Co., 38 S. Dearborn St., Chicago. Newspaper cuts are also supplied free of charge.
- IV. *A People's Extension Course of Film Instruction.*

(Selected from the Daypho-Bray Library Films Catalogue, Bray Productions, Inc., 130 W. 46th Street, New York City.)

  1. Evolution.
  2. Astronomy.
    - (a) *Eclipse of the Sun.*

One reel showing animated technical drawings of how an eclipse is caused, what it is like, etc.
    - (b) *Tides and the Moon.*

One reel of animated drawings and actual photography explaining the moon's effect upon the sea, the influence on tides, etc.
    - (c) *Hello Mars.*

One reel of illustrated theories covering possible ways of signaling to Mars. Very dramatic, interesting and educational.
    - (d) *All Aboard for the Moon.*

One reel of fantasy, illustrating an imaginary flight from the earth to the moon in a specially designed rocket. Very instructive.
  3. Patents and Inventions.
  4. Engineering.
    - (a) *How the Telephone Talks.*

One reel covering a simple and analytical study of the telephone. Details are covered by animated drawings.
    - (b) *Wireless Telephony.*

One reel explaining the sending and receiving apparatus. Showing how sound waves are carried through space and reconverted into sound waves, thousands of miles from their source.
    - (c) *Behind the Signs on Broadway.*

One reel showing how the largest electric sign in the world is operated.
    - (d) *The Gasoline Engine.*

One reel of animated technical drawings explaining the principles of the gasoline engine to the satisfaction of a layman.
  5. Home Economy.
  6. The Working of an Automobile, Etc.
- V. *An Economical Program.*
  1. Pathé Review (one reel hand-colored pictures), Pathé Co.
  2. Free Educational Films (two or three reels). Sources listed elsewhere.
  3. Bray Pictograph (one reel comedy cartoon). Goldwyn.

# MAGAZINES, REFERENCE AND YEAR BOOKS

## MAGAZINES.

### I. *Educational.*

1. The Educational Screen (monthly), 5 South Wabash Ave., Chicago, Ill. This magazine has recently purchased the "Moving Picture Age" and "The Educational Films" magazine. It is therefore the only one of its kind on the market.
2. "Visual Education" (monthly), Society for Visual Education, Chicago, Illinois.

### II. *Theatrical.*

1. "Motion Picture World" (weekly), 516 Fifth Avenue, N. Y. City.
2. "Exhibitors' Trade Review" (weekly), 729 Seventh Avenue, N. Y. City.
3. "Motion Picture News" (weekly), 729 Seventh Avenue, New York City.
4. "The Film Daily" (daily), 71 West 44th Street, New York City.

### III. *Popular.*

1. "Motion Picture Magazine" and "Shadowland" (monthly), both published at 175 Duffield Street, Brooklyn, New York.
2. "Photoplay" (monthly), 350 N. Clark Street, Chicago, Ill.

## REFERENCE BOOKS.

### I. *Projection.*

1. Richardson's "Handbook on Motion Pictures." Best source book on projection. Chalmers Pub. Co., 516 Fifth Avenue, N. Y. C. \$4.00.
2. "Pocket Reference Book for Projectionists and Managers." By James Cameron.
3. "Motion Picture Operation. Stage Electrics and Illusions," by Horstman and Tonsley. Frederick J. Drake & Co., Chicago, Illinois.

### II. *Fire Laws.*

1. "Regulations of the National Board of Fire Underwriters." Address, New York City.

### III. *Advertising.*

1. "Picture Theatre Advertising," by Sargent (1915), Pub. by Moving Picture World, Madison Avenue, New York City.
2. "Advertising by Motion Pictures." Pub. by Standard Pub. Company, Cincinnati, Ohio.

### IV. *Music.*

1. "Musical Accompaniment of Moving Pictures," by Lang and West, Boston Music Company, Boston, Massachusetts.
2. "What to Play for Movies," by Carl Fischer Company.
3. "Motion Picture Guide to the Carl Fischer Modern Orchestra Catalog." Free, by Carl Fischer Music Co., Cooper Square, N. Y. City.
4. "Musical Presentations of Motion Pictures," by Beynon, '21. G. Schirmer Company.

### V. *Finance.*

1. "Showing Movies for Profit in School and Church," by Metcalfe Class Publications, 418 S. Market Street, Chicago, Illinois.

### VI. *General.*

1. "Behind the Motion Picture Screen," by Lescarbours. Scientific American Publishing Company, New York City. Excellent.
2. "The Technique of the Photoplay," by Sargent. Moving Picture World, New York City. Best book on how to write scenarios.
3. "Motion Picture Directing," (1922), by Wright. Falk Pub. Co. (four books.)
4. "Art of the Moving Picture," (1922), by Lindsay. Macmillan Co.
5. "How Motion Pictures Are Made," by Cray. Harper.
6. "Animated Cartoons. How They Are Made. Their Origin and Development." By Lutz. Scribner.
7. "Intimate Talks With Movie Stars," (1921), by Weitzel. Dale Pub. Co.

## YEARBOOKS AND DIRECTORIES.

- I. "Film," Yearbook by The Film Daily, 71 West 44th St., New York City. Contains a wealth of information of practical value.
- II. "Motion Picture Studio Directory and Trade Annual," 729 Seventh Ave., New York City.
- III. "Motion Picture News Guide Book," issued semi-annually, containing annotated notes on all film releases. 50c. Motion Picture News, 729 Seventh Avenue, New York City.



## PROGRAMS FOR SPECIAL OCCASIONS

(A) *Celebration of Lincoln's Birthday.*

1. Community Singing "America."
2. Comments on the Life of Lincoln.
3. Slide Glimpses of Lincoln.
4. The Gettysburg Address.
5. "The Slave Auction" (from the film series "A Son of Democracy").
6. Selected Music or Community Singing.
7. "Under the Stars" (from the film series "A Son of Democracy").
8. The Star Spangled Banner.

("The Land of Opportunity" a two-reel super feature distributed by Select Films Corporation; or a selection from "The Lincoln Cycle"—a ten reel production by the Famous Players may also be used.)

(B) *Celebration of the Landing of the Pilgrims.*

1. Community Singing, "America."
2. Slides, New England Scenes.
3. "The Courtship of Miles Standish" (Community Service) or "The Landing of the Pilgrims" (Atlas Educational Film Co.).
4. Duet, "The Breaking Waves Dashed High."
5. "The Courtship of Miles Standish."
6. Slides, Community Notices.
7. Star Spangled Banner.

(C) *Christmas.*

The Christmas Carol (Beseler Educational Film Co.). A fine prelude to the distribution of gifts at a Xmas tree.

From the Manger to the Cross (Vitagraph)—The first two reels form the Xmas story.

'Twas the Night Before Xmas (Beseler)—Based on famous verses for the delight of children.

A Christmas Carol (Famous-Players)—a two-reel production based on Dickens' Xmas story.

Ida's Christmas (Beseler)—A one-reel production setting forth honesty and unselfishness.

Herod and the New-Born King (Beseler)—A one-reel story of value to Sunday School children.

The Spirit of Christmas (Henry Bollman)—A one-reel Xmas lesson of much significance.

The Passion Play (Pathé)—Five reels. For a Xmas evening program. Christ's life dramatized.

Doc Yak and Santa Claus (Beseler)—One reel cartoon for Xmas fun and frolic.

The Little Girl Who Didn't Believe in Santa Claus (Beseler)—An enjoyable one-reel film.

The Alchemy of Winter (Famous-Players)—A Post-Nature Scenic of the Xmas Atmosphere.

(D) *Mother's Day.*

"Over the Hill" (11 reels), Fox.

(E) *Memorial Day.*

"Land of Opportunity" (12 reels), Select.

(F) *Fourth of July.*

"Uncle Sam of Freedom Ridge" (8 reels), National Non-Theatrical Motion Pictures, Inc., New York City.

(G) *Good Friday.*

Last reel of "From Manger to Cross," Vitagraph.

(H) *Easter.*

Last reel of "Eternal Light," Catholic Arts Society.

Last reel of "Behold the Man," Pathé Exchange.



## FREE EDUCATIONAL FILMS

Send for latest release list of "Industrial Pictures." Selected by The National Board of Review of Motion Pictures, 70 Fifth Avenue, New York City. Price 25 cents.

A selected list of free films furnished by the Industrial Department Motion Picture Bureau, International Committee, Y. M. C. A., 347 Madison Avenue, New York City.

"Lecture Service, Motion Picture Films, Lantern Slides," a splendid booklet on free films and slides issued by Publication Bureau, General Electric Co., Schenectady, N. Y.

"Manufacturers Having Motion Picture Films of Educational Value," a pamphlet compiled by the Educational Department, Henry Diston & Son, Philadelphia, Pa.

Secure catalog of films issued by Bureau of Commercial Economics, Department Public Instruction, Washington, D. C.

Department Circular 233, August, 1922, United States Department of Agriculture.

Films on Scenery, Welfare and Americanization secured through the leading railroad headquarters.

Write your State University Extension Department.

## RESEARCH STUDIES IN MOTION PICTURES

1. *F. D. McClusky*—College Education, Illinois University, Urbana, Illinois. A typewritten thesis on "An Experimental Comparison of Different Methods of Visual Instruction." 1921. Secured through University of Chicago Library on basis of exchange, from any university library. Further experiments to appear in the supplementary monographs of the School Review and Elementary School Journal, University of Chicago Press.
2. *J. J. Weber*—University of Texas, Austin, Texas.  
"Comparative Effectiveness of Some Visual Aids in 7th Grade Instruction," published by The Educational Screen, Inc., 5 S. Wabash Avenue, Chicago, Ill., \$1.50. Also an article "Proposed Standards for Evaluating Educational Films" in Educational Film Magazine for April, 1921. A monograph on "The Stereograph, the Photograph and the Lantern Slide." now in preparation.
3. *F. B. and L. E. Gilbreth*—"Time Study and Motion Study as Fundamental Factors in Planning and Control." Published 1920 by Mountainside Press, Montclair, N. J.
4. *C. E. Turner*—Massachusetts Institute of Technology, Boston, Massachusetts. "An Evaluation of Visual Education," Visual Education Magazine, 2:4-9, November, 1921.
5. *Lashley & Watson*—Psychological Laboratory of Johns Hopkins University. A thesis on "A Psychological Study of Motion Pictures in Relation to Venereal Disease Campaigns," published by the American Social Hygiene Association, 370 Seventh Avenue, New York City; price 10 cents. Similar article also published in the Social Hygiene Magazine for April, 1921.
6. *A. A. Douglass*—Clark University, Worcester, Mass.  
"Micromotion Studies Applied to Education." A pamphlet published in 1916.
7. *M. F. Washburn*—"Movement and Mental Imagery." Published by Houghton, Mifflin Company, Chicago, Ill.
8. *Frank N. Freeman*—School Education, University of Chicago.  
An article appearing in the Journal of Educational Psychology 13:257-266, May, 1922. Has several experiments now in progress.
9. *J. W. Shepherd*—University of Oklahoma, Norman, Oklahoma.  
Has an article appearing in the Moving Picture Age for March, 1920. Also an article in the June Issue 1922 of the Educational Screen, Chicago, Ill., on "The Teaching Efficiency of the Film."
10. *A. P. Hollis*—5652 Kenwood Avenue, Chicago, Director Commonwealth Fund. Has reports which will be ready in April, 1923. He is directing experiments and investigations on the Teaching Value of Films.



## SUGGESTED PROBLEMS FOR RESEARCH

1. How many reels should be shown in succession?
2. What size, length, and style of letters should be used in film titles?
3. How long should the titles be?
4. What should be the length of expose to the eye?
5. Should films be shown before or after a subject has been studied?
6. What are the specific facts in regard to sense experience training?
7. Can films train the powers of observation, or memory?
8. How valuable is film instruction in the various subjects, as compared with the lecture method, the oral method; or a combination method?
9. What type of appeal is best used by the "Movie"—instinctive, artistic, emotional or intellectual?
10. What are the functions of Imagery—more particularly—the flow and function of Visual Imagery.
11. Can motion pictures promote the acquisition of skill?
12. How many times should any films be repeated?
13. What is the value of motion which seems to be a specific contribution of the "Movie"?
14. What types of films are of the greatest educational value; for example Cartoon drawing vs. actual process photographed.
15. Can moving pictures cultivate the reasoning mind and discipline of character?
16. Can we establish the rise, development or origin of language significance?
17. What are the relative teaching values of slides and films?
18. What percentage of school children can better be reached by motion picture instruction?
19. What should be the maximum length of a subtitle, in words, for any grade?
20. Should classroom films for primary grades have subtitles?
21. What is the proper method of distribution? (Can films be more economically handled by the Extension departments or by a combination of schools buying and renting the materials).
22. How can we increase quantity of distribution? (A sufficient demand, which the film companies say we now lack).
23. Is it more expedient to buy Geography, History, General Science films, etc., and RENT only the Literary classics, special health films, and the wholesome entertainment pictures?
24. Should films and slides be used together, i. e., should they supplement each other? If so, what is the method to be employed?
25. What specific skills should be required in the showing of films?
26. How much detail is necessary in films; at what point will an over-abundance of detail confuse; and at what point will reduced detail become meaningless?
27. How shall visual instruction be organized so as to enlist the active and aggressive effort of the learner?
28. What kind of graded exercises will increase the learner's ability to "observe and report"; and his ability to see essential things in larger and larger units?
29. What kind of ideas are best clarified by 'still' photographs, diagrams, line drawings, slides, motion pictures, and moving diagrams?
30. What types of representation will most clearly convey the desired meanings; and how adapt these types to the different levels of learning ability?



## SELECTED BOOKS AND ARTICLES RELATING TO FILM INSTRUCTION AND RESEARCH

*Ina Clement*—"Teaching Citizenship via the Movies." A survey of civic motion pictures and their availability for use by municipalities. Municipal Reference Library of New York City, Special Report No. 2, 1918. 10 cents. (Revised May, 1920.)

*Annie McLeod*—"Motion Pictures in the Teaching of Chemistry." Published in the Educational Film Magazine, 4:7-9, September, 1920.  
Pedagogical and practical advantages offered by film method.

"Films May Help in Selection of an Occupation." Scientific American Society, 80:333.

Moving Pictures in Industrial Education. Manual Training, 17:745-9.

Coaching Athletics with Moving Pictures. Colliers. 56:32.

*J. H. Wilson*—"Visual Education in Detroit Schools." Visual Education Magazine, 1:9-14, June, 1920.

Teaching Volume 5, No. 2, February, 1920, of Visual Education Magazine.

*F. L. Hendley*—"A Practical Solution of the Moving Picture Problem." Teachers' Magazine, 37:50-51, October, 1914. This article shows how problem was successfully solved by some schools of Washington, D. C.

"Comparative Study of Visual Instruction in the High School." School and Society Magazine, 7:235-8.

"Transactions of the Society of Motion Picture Engineers" (semi-annual publication). Authoritative source books on the technical phases of the motion picture industry. Address O. A. Abbott, Secretary, 729 Seventh Avenue, New York City.

*Ernest Horn*—"Motion Pictures as an Educational Agency." Visual Education Magazine, 1:18-23, June, 1920. Evaluating an article, in the Teachers' College Record, written by John V. Lacy.

Bulletins Nos. 82 and 7, Bureau of Education, Washington, D. C.

Motion Pictures: A Selected Bibliography—Bulletin No. 54, August, 1922, Russell Sage Foundation Library, 130 E. 22nd Street, New York City, four pages. 10 cents.

"Condensed Course in Motion Picture Photography." Book edited by Carl Gregory. Published by the Institute of Photography of New York, Price \$6.00. Illustrated handbook by specialists and research workers connected with laboratories of Eastman Kodak Co.

"Moving Pictures in the Church," by Rev. Roy L. Smith. The Abingdon Press, Cincinnati, Ohio. A practical and suggestive treatise on programs, finance and other problems connected with church projects.



